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*This Day was published,*  
AN ESSAY ON  
CUTANEOUS ERUPTIONS  
CLEARLY DEMONSTRATING THAT  
Dickinson's Gowland's Lotion  
IS A CERTAIN SPECIFIC FOR CLEARING THE  
FACE AND SKIN,  
AND ALL PARTS OF THE BODY FROM ALL  
SCORBUTIC ERUPTIONS, PIMPLES, &c.

And may be had GRATIS at Mr. DICKINSON's Warehouse  
and Office,  
No. 55, LONG-ACRE, and No. 168, PICCADILLY,  
And of every reputable Vender of Medicines in

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A D V E R T I S E M E N T.

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THE credit of Gowland's Lotion, and the injunction under which it was received, would always have prevented Mr. DICKINSON from submitting to any mode of public advertisement, had not a *spurious composition* been obtruded on the world through the hack-nied and humiliating channel of a newspaper. To prevent, then that disappointment which must accrue to the public from the inefficacy of such a preparation; to prevent, also, that disgrace which might attach itself to the genuine article, and, at the same time, to preserve his property, he is COMPELLED to adapt a similar mode.

The Lotion, which is the subject of the above Work, was originally invented by a Medical man, solely for the cure of DISEASES IN THE SKIN, generally termed *Scorbutic*. Its use, however, soon marked out for it a field far more extensive; for on the self same principle of Medical Science that it eradicated these diseases, it was found by every person who had made use of it, to have so cleared the

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1801?



the complexion, by purging the Skin of those acrid particles which indurate and thicken it, that from private recommendation alone, it very soon became an appendage to every fashionable toilet in the three kingdoms; and the alteration they found in themselves, was the basis of its establishment, and not by advertisement.\*

However singular it may seem, it is as strangely true, that, in exact proportion as diseases of the skin are violent, disfiguring, and hideous, in the same degree exists, in some people's minds, objection to their cure, from a monstrous idea that Eruptions, Pimples, Blotches, and Carbuncles, are indispensable with their general health: whereas, instead of considering them as arising from any contaminated state of the blood, they ought to consider them, as is demonstrated

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\* The first circumstance which gave rise to the Lotion was a case wherein the abilities of the most eminent medical characters in the kingdom had been unsuccessfully exerted. As this remarkable circumstance, which at once established the Lotion in all the polite and fashionable circles, is still remembered by some of the most EXALTED CHARACTERS AT ST. JAMES'S, we shall take the liberty to relate it:

The once lovely and much celebrated Dutches of Kingston, (when Miss Chudleigh) was one of the Maids of Honour to the Princess Dowager of Wales. In situations, thus elevated, our personal accomplishments are the more important, as they are the more conspicuous; indeed, in all situations, beauty and deformity leave upon the mind very different impressions; with a face and person formed to command the admiration of a court, her skin became affected with a lumpy thickness and opacity, which threatened to destroy her beauty. Like all others in the same situation, she had recourse to paints, patches, and cosmetics, of every denomination; these were not only ineffectual, but served to increase the progress of the complaint, until at length the skin of the face gave way to a decided, fixed and settled eruption. The Physicians to the household were called in, and she accordingly submitted to the usual routine of internal medicine, which consumed much time, and in the end had no effect—nor were sea-bathing, a decoction of the woods, and the most severe regimen, attended with any better success. It is necessary here to observe, that Mr. GOWLAND, the inventor of this Lotion, was at that time Apothecary to the household of her Royal Highness the Princess Dowager of Wales, (as he was afterwards to that of his present Majesty,) and was considered as one of the honestest men of his profession: but this distinguished quality, although it procured him the steady countenance and protection of his Sovereign, operated differently with those under whom he acted (particularly in this instance.) In the capacity of Apothecary to the household, he made up, and had reluctantly administered to their patient all the farrago of medicines ordered by the Physicians; and when their useless efforts had, at length, intailed disappointment, grief, and despair upon the lady, Mr. Gowland produced, and recommended to her use, this Lotion; in a very short time its effects far exceeded his expectation, as also the most sanguine hopes of Miss Chudleigh; for it not only cured the eruption, but so far purified and cleansed the skin from every species of thickness and impurity, it had formerly possessed, that, by the use of Gowland's Lotion, the fineness of her complexion became actually proverbial.\*

This change in her appearance was so extraordinary, so immediate, visible, and striking, that from the great noise it made in the Drawing-room at St. James's, it became, for the time, the topic of conversation in all the genteel and fashionable circles about town.—Thus Gowland's Lotion immediately became, and for the last fifty years, has maintained its situation, as an appendage to every toilet of fashion,—a situation, where disease is as LOATHSOME, as health and beauty are truly DESIRABLE. Nor is it surely any wonder that sensible persons should prefer an advantage so permanent, healthy, and lasting, over the deceitful glare of those artificial coverings, which every day require to be renewed at the expence of health, time, and every native charm.

\* See page 46, of *Authentic particulars of the Life of the Dutches of Kingston* published by BAKER, Great-Russell-street, Covent-Garden.



strated in this Pamphlet, as mere defects in the skin,—defects, in the partiular glands and vessels of the skin where they happen to be seated, occasioned by a depraved secretion in the cutaneous capillary arteries, and the vicious elaborated matter by the cutaneous glands, from their being in a preternatural state; and this state, all kinds of irritation, even *exposure alone, will often occasion*; which is one of the reasons why they are frequently found ONLY in the face.

The beautiful fabric of the human skin, is, in all persons, naturally qualified to exhibit an exquisite degree of brilliancy and lustre; but this beauty depends on a freedom from disease, and in maintaining its original and native clearness. Whatever, therefore, will insure these attainments surely cannot fail to meet with attention from all those who regard the wholesomeness of their appearance, or the favour of the world, and who wish to unite beauty with the more substantial advantages of a healthy appearance. The effect of Gowland's Lotion being directed to the double purpose of cleansing and clearing the skin, and thereby improving the complexion, as well as to cure it, when in a state of disease, an attentive perusal of this work will therefore be found interesting to persons of every description and of every rank in life.

It is to be lamented, and indeed is rather hard, that those very persons whose skins are most delicate, and naturally best calculated to exhibit a superior degree of brilliancy and lustre, are most subject to be affected, from being least competent to bear those fluctuating changes of the weather, to which, in this country, we are so constantly exposed. The Thickness and Opacity of the Complexion arises from a want of energy in the skin to oppose and resist the density and humidity of the external atmosphere. The insensible perspirable matter which should pass off (and which in skins of a strong coarse fibre does pass off) is, in delicate textures, prevented and checked in its escape from the pores and capillary arteries, where it is condensed, and lodges in the extremities of those vessels. Thus by the detention of this matter, and its being locked up in the very body and substance of the skin, the skin becomes indurated, thickened, and opaque; when what would otherwise have been, and is naturally, the best complexion, evidently becomes the worst. It is, however, some consolation to know, that a very short use of the Lotion will presently display the superiority they actually possess; and which they are naturally so well entitled to exhibit. This Lotion, by a gently stimulating quality re-opens the pores, dissolves the condensed perspirable matter, and excites the action of the skin to a discharge of its stagnated contents.—Restores and continues its natural functions, and thereby renders, and preserves it THIN, TRANSPARENT, SOFT, and ELASTIC.

In the various obstinate and perplexing maladies for which the Lotion is recommended, it is well known and established in thousands of the most respectable families, as the only Specific; the desirable effects of which is certain; and, however positive the assertion may seem, its truth is a justification, namely, *that there never*

*yet has occurred one single instance where any individual (however obstinate the case) has met disappointment, who has barely done it the justice of persevering through the use of two Quart Bottles, as directed; and, in most instances, one will have the effect.*

It is, however, necessary to remark, that these benefits are only to be expected from the virtues of the GENUINE Medicine, prepared from the original MS. receipt of Mr. GOWLAND, by ROBERT DICKINSON, agreeable the instruction and direction of his father-in-law, who prepared it for the widow, Mrs. GOWLAND, after the death of her husband, and for sixteen years after her death; and any but what is so prepared, and signed by him on every bottle, is assuredly counterfeit, and a disgrace to the genuine medicine, not to be depended upon, and for the effects of which, he cannot be responsible, therefore it should always be enquired for by the name of

### Dickinson's Gowland's Lotion.

This caution is particularly directed against a composition, which is continued to be sold by a junto, in his father-in-law's old house, and is audaciously signed with his name, except the initials, M. E. and sometimes Maria Elizabeth Vincent, although there is no such person in existence, moreover the Mrs. Vincent, who had an interest in it under Mrs. Gowland's Will, was named PENELOPE, and died in December, 1786.\* They indeed go so far as falsely to assert possession of the Recipe, calling themselves "sole proprietors," and their uncertain, if not dangerous mixtures, "the only Real and Genuine Preparation."—Now nothing is so easy as to assert; but the Public must not be imposed on by assertion; it is Mr. Dickinson's duty to defend them against it, whatever may be the expence, or what to him is more, his objection to appearing in print, except against such outrage:—He requests he may not be mistaken; it is not that in himself, or for himself, he opposes, or would oppose, those persons, or take the least notice of them. It is in defence of the Public only; and the letters and applications from those who have been deceived by fallacious Advertisements, similar Bottles, coloured window Bills, (printed in imitation of those with which for years he has supplied his venders,) and other servile devices that compel him to do it now.

As a cover to their deception much force is artfully rested upon a Counsellor's opinion; though certainly no person ever suspected that Mr. Mingay acquired his legal reputation by his Medical knowledge. This is not meant to ridicule him, but it is ridiculous to suppose that Mr. Mingay should know any thing of the composition of medicine, or what ingredients constituted Gowland's Lotion;

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\* "BURIED at PADDINGTON, in the County of MIDDLESEX, on December the 15th, 1786, PENELOPE VINCENT, from the Parish of St. George, Hanover-square.—This is a true copy of the Register kept for Burials and Baptisms, in the Parish aforesaid;" extracted by  
JOSEPH WATHEN, CLERK



Lotion : and it is as ridiculous, and a gross insult on the public understanding, to suppose the artful implication can exist a moment after the specious mask is drawn aside. Every one must know that it is only “FROM THE CIRCUMSTANCES STATED,” a Lawyer, gives, or can form any opinion; therefore, it is only necessary to deceive a Counsellor by a false statement, to secure a favourable opinion, because you *bespeak*, and he is under the necessity of giving a false opinion;—being ignorant of the true facts he can only speak “*from the circumstances stated*” to him. Give any man the liberty to make out his own case, *ex parte*, as these people have done, and it would be no difficult matter for him to *oblige*, not only Mr. Mingay, but the whole bar, to allow that, “*from the circumstances stated*,” the entire estates of the Duke of Bedford, or of any other person, belonged to such impostor, and not to the undoubted heirs and present possessors. Now this is just their sort of claim, and this is that sort of opinion, as Mr. Mingay very properly observes, he gave “FROM THE CIRCUMSTANCES STATED;”<sup>\*</sup> which statement was clearly intended to draw him in as a tool to aid their design on the public, and enriching themselves by means of Mr. Dickinson’s property.

Another tool of a different description, and now almost too notorious to render any remark, even upon what he swears, necessary, has also been brought forward under the specious, though deceitful, mask of an Affidavit, stating that he was empowered by Mr. Dickinson to make these people a pecuniary offer. Now the fact is, that this Nichols came to Mr. Dickinson (whom he was then in the practice of applying to for pecuniary relief,) and of his own accord offered to put an end to this invasion of his, Mr. Dickinson’s, property, saying he was authorised by the parties, as they only wanted to raise a certain sum of money.—to which barefaced effrontery and audacious attempt at imposition, if Mr. Dickinson, even in appearance, seemed to listen, it was, first, because he could procure no redress at law against a non-entity, there being, as far as his Solicitor can find, no such person as M. E. Vincent to serve a legal process upon; and secondly, to save the credulous part of the public from being made the dupes of using a composition which if it did no harm, must in their minds injure the reputation of the genuine medicine;—for he could not possibly want to learn how to make Gowland’s Lotion, which he had been in the constant practice of preparing for many years, and was almost daily receiving testimonials of its efficacy from persons of the first respectability in the kingdom.

To remove, however, all kind of doubt, if such glaring impositions and equivocations can excite any, that Mr. DICKINSON is in possession of Dr. GOWLAND’S ORIGINAL RECIPE, and the almost impossibility that any other person can know of what ingredients this excellent Medicine is composed, they shall have not barefaced assertion, they shall have reference to persons, dates, time, and place.

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<sup>\*</sup> His own words.

place. A man, let him be ever so right, can do no more, those who are wrong not so much; it will not then be his fault that any should become the dupes of imposition, but their own, and he will stand acquitted of neglect, or disregard to the public.

In the year 1790, Mr. Dickinson entered into partnership with his father-in-law, from whom alone these persons can even pretend to have received the least idea of the recipe, (for to Mr. or Mrs. Gowland, their family, connections, or executors, they were entirely unknown,) and conducted the entire business for some time, when the latter agreed to make an immediate assignment of the whole property to him, his son-in-law, for a valuable consideration, and upon condition of receiving a certain annuity in lieu of the profits arising therefrom.—These terms being acceded to, upon executing the assignment he made a *solemn affidavit*, that he never had before given, or ever would give the recipe to make Gowland's Lotion to any other person than to the said Robert Dickinson, whom, upon his death, he left the whole and sole executor of his will, and with conformity to which, Mr. Dickinson was ordered by Government to receive, and actually did receive by the hands of Mr. Cook, of the Exchequer, (who resides in Charlotte-street, Bloomsbury,) all arrears of salary, and monies due to him for the offices he held, and for which facts, he refers to the MARQUIS of SALISBURY, Chamberlain of the King's Household.

The Articles of Partnership, drawn by Mr. N. Allen, of Lincoln's Inn; the assignment and the annuity-bond, drawn by Mr. Blgrave, of Thavies Inn; the affidavit, signed by W. Mason, Esq. before whom it was sworn; and an attested copy of the will, may be seen at Mr. Dickinson's house, No. 55, Long-Acre.

Such being the facts, it would be almost insulting the most common understanding to urge any thing farther in proof of the insidious attempts to infringe on Mr. Dickinson's property, and of his *incontestible right* (arising from *purchase*, and not from any plea of consanguinity) to, and *actual possession* of, Dr. GOWLAND'S REAL and GENUINE RECIPE:—it remains therefore only to shew that Mr. Dickinson's *knowledge* of its *composition*, is equal to his right, and that the quantity which has been made and vended by him for *many years* has been no less *efficacious* than when prepared by the ingenious inventor himself:—this he conceives the following authentic testimonials transmitted to him at different periods, and taken from several hundred others (see the Pamphlets) as well known and respectable, must put beyond all doubt or controversy.

To Mr. DICKINSON, No. 55, Long-Acre.

"SIR, For upwards of seventeen years I have been distressed with a dreadful SURFEIT all over my Face, *originally occasioned by excessive grief* at the death of a child; it is therefore with thanks I inform you that by the use of one bottle of your excellent Lotion, the complaint is so far removed as to make my friends consider it little short of a miracle, and I am confident one more bottle will render the skin of my face as clear as it was at any period of my life:—the truth of which I shall be happy to confirm to any person who may take the trouble of calling upon me at the Rev. Mr. Beathin's, No. 26, Bow-lane, Cheap-side.

I am, Sir, your much obliged,

April 5, 1800.

K. WHITE.



To Mr. DICKINSON, No. 55, Long-Acre.

" SIR,

" IF I was skilled enough in description, to give a correct picture of the former state of my disease, contrasted with its present degree of improvement, I should esteem my endeavours laudably exerted. As however I think my own, or any other pen, unequal to conveying a full idea of the late deplorable condition of my face, a general account must suffice. I had an eruption, from I know not what cause, as hideous as ever was seen, consisting of clusters of inflamed and ulcerated lumps, and accompanied with a general efflorescence. To repeat the train of regular medical means it led me through would be as tedious as it would be invidious to point out the recommenders; it is sufficient to say, that the remedies I used were of the most varied description, indeed, till variety was exhausted, and that with complete inefficacy, they took up a period of two years. I have now used your Lotion a month, and so remarkable have been its powers, that had not the amendment been the most progressive, I should have doubted the source of it. From the disfigured state I before described, my face is altogether *clear and well*, and that by a mode the most pleasant and satisfactory. I have given you those facts, and wish they may possess all the force with my fellow-sufferers, which I am confident your admirable remedy deserves, and remain,

" Your obliged Servant,

BRISTOL.

ANTHONY CRUGER.

\* \* \* This Gentleman is son to the late Member of Parliament for Bristol.

The following very expressive Letter was received from Mrs. Anstruther, sister-in law to the Member of Parliament for Cockermouth, and lately appointed Chief Judge in the Supreme Court of Judicature at Calcutta, in Bengal.

" SIR,

" HAVING got some bottles of your Gowland's Wash from Mr. Elder, of Edinburgh, and it being near finished, I will esteem it as a favour, if you will send me down to Bristol, four bottles, pints, at 5s. 3d. each, of the Genuine Gowland's Wash.

*I have found it a great cleanser and clearer of the skin, though at first it occasioned rather an alarming scurf.*

" Let them be carefully packed, and sent by James Sartain, James's flying waggon, for Mrs. Patterson Anstruther, at Mr. Calder's, Apothecary, Dowry-square, Hot Wells, Bristol.

HOT WELLS, BRISTOL,

" I am, &c.

Jan. 5, 1791.

" A. P. W. ANSTRUTHER."

To Mr. DICKINSON, No. 55, Long-Acre.

Lymington, 4th August, 1801.

SIR,

HAVING found so much benefit from the use of your Lotion, must request you will send me another Guinea Case immediately by the Waggon. I am happy to say, I am perfectly recovered, except three spots on my left arm, which I make no doubt will disappear very shortly; indeed the wonderful cure it has performed on me merits my warmest recommendation, and I never intend being without it. Should I ever go to London, will do myself the pleasure of calling to return my most grateful thanks, with wishing you every success.

I am, Sir, your humble Servant,

A. MACKILWAIN.

To Mr. DICKINSON, No. 55, Long-Acre.

St. James-Square, Nov. 14th, 1800.

Mrs. FRANCO presents her compliments to Mr. Dickinson; she cannot, in justice to the good qualities of his Lotion, omit mentioning a circumstance, which has proved to her its highly beneficial effects.

Mrs. Franco had, about four months ago, a confluent small pox, by which she was much marked, but in consequence of using the Lotion for three weeks, the spots to which it was applied, have entirely disappeared, a though those parts which have not been washed with it, are but little improved in appearance.

As these respectable testimonies must be sufficient to prove, satisfactorily the power of the Lotion, as prepared by Mr. Dickinson, to cure all Eruptions and remove every blemish on the skin, the proprietor will content himself with selecting but one more from the vast number in his possession, and which he received from the celebrated Dr. GARNETT, late of Harrowgate, and who, from his great Medical knowledge, was selected and appointed Professor and Lecturer to the ROYAL INSTITUTION.

To Mr. DICKINSON, No. 55, Long-Acre.

" SIR,

" I have tried your Lotion in various species of Cutaneous Eruptions, and when I have been disappointed in its effects, I have had reason to attribute that disappointment more to the inattention of the patient, than to the want of power in the Lotion. The sulphurated waters of this place sometimes cure these complaints, but there are many instances in which they have failed, where the Lotion has succeeded, particularly in the *herpes farinosus*, and in that species of *herpes pifstulosus* which affects the face. In these cases I have generally succeeded by the application of the Lotion. Indeed, in almost every instance in which I have tried it, its good effects have been evident.

I am, &c.

T. GARNETT."

HARROWGATE, June 16, 1794.

As experience teaches that Medicines are subject to the arts of the unprincipled in proportion to their excellence and reputation, It may be necessary to repeat, that this should always be enquired for in the name of

**DICKINSON'S GOWLAND'S LOTION,**

Prepared at No. 55, LONG-ACRE, LONDON.

( I say it should be asked for in that name. )

Please to observe that a LABEL is pasted on every BOTTLE, which is GENUINE, signed by the NAME and in the HAND-WRITING of the PROPRIETOR, as follows, all not so signed are COUNTERFEIT.

This Bottle  
is prepared by  
me,

}

*Robt Dickinson*

}

At the  
Warehouse,  
No. 55,  
Long-Acre.

And One Hundred Pounds reward will be paid on conviction of a Counterfeit and forgery of this Signature.

This LOTION may also be had Genuine,  
( IF SIGNED AS ABOVE )  
of every reputable Vender of Medicines in  
Europe.

\* \* \* Country Venders are requested to be particular in directing their Orders to the Warehouse in Long-Acre, London.

The Guinea Case, containing five pints, ordered by letter, sent to all parts of England from Long-Acre only, and warranted to arrive safe; in this there is a saving of Five Shillings and Three-pence.—The reason for this great difference in the price, is, that persons, by purchasing this quantity, give the article an opportunity of displaying those powers, and of producing those effects, which half the quantity would not do. By this measure BENEFIT to the purchaser is made CERTAIN, and the credit of the medicine is thereby the more advanced.